



**ANNUAL MEETING  2018**



## Join us at the American Society of Retina Specialists 36th Annual Meeting

### American Society of Retina Specialists 36th Annual Meeting

July 20 - 25, 2018  
Vancouver, Canada

#### Program Committee

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Dear Corporate Sponsor:

The ASRS 36th Annual Meeting will be held at the Vancouver Convention Centre from July 20 - 25, 2018, offering the most comprehensive and stimulating array of vitreoretinal information and technology ever assembled, combined with an outstanding social program.

This state-of-the-art meeting features scientific papers with Q&A sessions, scientific posters with lively author interaction, panel discussions on controversial issues and techniques, award lectures, a Retina Case Conference, the 20th Annual Film Festival, and instructional courses.

Other events include the Early Career Section lunch, the Women in Retina Case Conference, an engaging social program, and much more. The scientific program will feature the latest clinical and technological developments, presented by international leaders.

The ASRS 36th Annual Meeting presents a unique opportunity for you to interact with the members of the world's most prominent organization of retina specialists. The membership of the society includes more than 3,000 physicians from more than 59 countries, and we expect an outstanding turnout for this year's meeting.

The exhibition floor will be designed to maximize physician-representative interaction. As always, your representatives are invited to attend the scientific sessions and to participate in all planned social events.

In this prospectus, you will also find information on other digital advertising opportunities, as well as details on advertising in the always popular *Retina Times* Annual Meeting issue.

Your support is vital to the success of our meeting. Our goal is for you to return to your office confident that you earned an outstanding return on your investment.

Mark your calendar for the ASRS 36th Annual Meeting.  
We look forward to seeing you in Vancouver

With best personal regards,

Jill F. Blim, MS  
ASRS Executive Vice President



### ASRS membership

ASRS comprises more than 3,000 members, 80% from the US and 20% from around the world. Members are represented in the US, Puerto Rico and Canada, as well as more than 59 other countries.

### Expected attendance

Over 1,000 retina specialists are expected, with approximately 65% from the US and 35% from our international membership. The 36th Annual Meeting will be promoted through the ASRS website and *Retina Times* to ensure maximum meeting attendance.

### Exhibitor-doctor interaction statement

ASRS seeks a mutually beneficial relationship with its partners. Our members benefit from the increased size and scope of a meeting made possible by support from commercial interests. The opportunity for physicians to meet corporate representatives and to learn about their products and services is an important component of the meeting.

Likewise, we recognize that our open meeting policy offers an opportunity for our partners to remain abreast of the latest developments in our field. Our meeting will offer an unsurpassed opportunity for one-on-one contacts.

We invite your company to partner with us to reach the retinal physician consumer with greater efficiency than ever before.

We recognize that the proliferation of scientific meetings creates ever-increasing demands upon fixed corporate resources.

ASRS is committed to working with your company to help maximize return on the money spent in support of our meeting.

Enhance our mission to further vitreoretinal education, research, and development through this prime opportunity to showcase your company's products, therapies, and services.

### Meeting highlights

- Scientific paper presentations
- Scientific poster sessions
- Papers on Demand (PODs)
- Panel discussions
- Award lectures
- Retina Case Conference
- 20th Annual Film Festival
- Instructional courses
- Young Physicians Section symposium
- Women in Retina symposium
- And more...

### 2018 Preferences and Trends (PAT) Survey

ASRS polls members with questions relating to preferences on a wide variety of topics, including common and complicated surgical techniques, instrumentation, pharmaceuticals, practice structure, and socioeconomic issues.

Diamond-Level members of the 2018 ASRS Corporate Membership Program are entitled to submit up to 4 finalized questions for the 2018 PAT Survey by the January 5, 2018 deadline and to receive a copy of the 2018 PAT Survey results.

Emerald-Level members of the 2018 ASRS Corporate Membership Program are entitled to submit up to 2 finalized questions for the 2018 PAT Survey by the January 5, 2018 deadline and to receive a copy of the 2018 PAT Survey Results.

Platinum-Level members of the 2018 ASRS Corporate Membership Program will receive a copy of the 2018 PAT Survey results.

Bronze-Level, Silver-Level and Gold-Level members of the 2018 ASRS Corporate Membership Program have the option to purchase a copy of the 2018 PAT Survey results. Contact [susan.raef@asrs.org](mailto:susan.raef@asrs.org).

### Exhibit hall schedule

Exhibit hall hours will be provided in the exhibitor manual. Exhibitors are required to keep their displays open to attendees during the hours of exhibition.

**Friday, July 20**  
Exhibit hall set-up

**Monday, July 23**  
Exhibit hall open

**Saturday, July 21**  
Exhibit hall open

**Tuesday, July 24**  
Exhibit hall open  
Exhibit tear-down

**Sunday, July 22**  
Exhibit hall open

## Exhibit Space and Fees

The following space may be purchased in a linear fashion (ie, 10ft x 20ft, etc.) or as an island (minimum 20ft x 20ft, etc).

### Standard

10ft x 10ft booth space is priced at \$10,000.

### Non-Profit

10ft x 10ft booth space is priced at \$5,000.

### Booths include

- Pipe/Drape
- 1-line booth ID sign
- 1 table, 2 chairs
- Waste basket
- Descriptive paragraph and contact information in the Annual Meeting Electronic Guide

### Corporate representative all-access meeting badge

(Required for all exhibit staff)

Early-bird (on or before March 13, 2018) \$1,000

Regular (March 14, 2018 - July 5, 2018) \$1,200

On-site (after July 5, 2018) \$1,500

### Badge includes

- Scientific paper presentations, papers on demand, and poster sessions
- Retina Case Conference
- 20th Annual Film Festival
- Daily continental breakfast
- Refreshment breaks
- Lunches
- Welcome reception
- Gala dinner and Umbo Lounge

### Exhibitor service manual

The Exhibitor Service Manual will be provided by Brede Exposition Services, the official trade show coordinator of the ASRS 36th Annual Meeting, to all confirmed exhibitors in May 2018.

A complete set of forms for ordering all furnishings and services will be included in the manual.

### Exhibition space assignment (Determined by ASRS)

The final floor plan will be confirmed in May 2018. Companies will be notified of placement and final booth dimensions at that time.

The Meeting Planning Committee reserves the right to rearrange the floor plan at any time. ASRS reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the committee or advisable in the best judgment of the committee.

The signing of the Exhibit Booth Contract constitutes full agreement with these assignment policies and procedures.

### Questions?

#### Exhibit Inquiries

Sam Zerang

Phone: 312.578.8760

Email: sam.zerang@asrs.org

## Important Dates

**April 6**  
Deadline for receipt of exhibitor booth contract with full payment

**April 2018**  
Final program available online

**May 2018**  
Exhibitor Service Manual available online

**May 2018**  
Booth space notification

**July 20**  
Exhibit hall move-in/set-up

**July 24**  
Exhibit hall move-out/tear-down

# Advertise in *Retina Times*' 2018 Annual Meeting Issue

The 36th American Society of Retina Specialists (ASRS) Annual Meeting, July 20-25, in Vancouver, BC, Canada, offers an exceptional opportunity for your company to advertise in a special issue of *Retina Times*, the ASRS 5-times-yearly member publication.

The distribution of *Retina Times* approaches that of many major retinal-interest journals—and unlike others, 100% of our physician readership consists of fellowship-trained retina specialists or fellows in training.

Increase awareness of your company by placing an ad. All advertising will be sold on a first-come, first-served basis.

For companies not exhibiting at the 2018 ASRS Annual Meeting, non-exhibitor ad rates will apply.



## Advertising rates (4-color process)

Ad size	Non-exhibitors	Exhibitors
1/2 page (horizontal)	\$ 5,450	\$ 4,680
Full page	6,760	6,240
2-page spread	11,440	10,400
Furnished 2-page insert*	9,360	8,320
Furnished 4-page insert*	10,400	9,360
Cover tip or bellyband**	11,440	10,400
Furnished outsert (exhibitors only)	2-, 4-, and 8-page outserts available. Email <a href="mailto:susan.raef@asrs.org">susan.raef@asrs.org</a> for details.	

\*Rates shown are for printed inserts provided by the advertiser. For pricing to have *Retina Times* print the inserts, contact Susan Raef at [susan.raef@asrs.org](mailto:susan.raef@asrs.org).

Premium positions	Non-exhibitors	Exhibitors
Inside front cover and facing page	15,080	13,520
Page facing masthead	7,825	6,760
Page facing table of contents	7,825	6,760
Inside back cover	8,320	7,280
Outside back cover	9,880	8,840

\*\*Cover-tip pricing is based on *Retina Times*' printing a 7" x 5-1/2", 4-color, 2-sided advertising piece. Advertiser must supply a high-resolution PDF.

NOTE: The 10% corporate supporter discount and 15% agency discount do not apply to the Annual Meeting Issue.

## Ad space dimensions

Page size	Non-bleed width x depth	Bleed width x depth	Publication trim size: 8-1/2" x 11-1/2. Bleed sizes include 1/8" trim from outside, bottom, and top. Keep live matter at least 1/2" from trim. Binding: Saddle-stitched <b>Closing Date: April 9, 2018</b> <b>Artwork deadline: May 1, 2018</b>
1/2 page horizontal	7-1/2" x 5-1/4"	N/A	
Full page	7-1/2" x 10-1/2"	8-3/4" x 11-3/4"	
2-page spread	16" x 10-1/2"	17-1/4" x 11-3/4"	

Ad production specs are available on the *Retina Times* 2018 rate card, available at [www.asrs.org](http://www.asrs.org).



## How to Participate

### Exhibit booth space

A limited number of booths are available. Priority points will be taken into consideration until March 12, 2018. To reserve exhibit space for the ASRS 36th Annual Meeting, please send a completed Exhibit Booth Contract, signed by an authorized company official, with full payment to:

American Society of Retina Specialists  
20 North Wacker Drive, Suite 2030  
Chicago, IL 60606 USA  
Phone: 312.578.8760  
Email: sam.zerang@asrs.org

### Deadline is April 6, 2018

Contracts with full payment must be received no later than April 6, 2018. All fees must be paid in U.S. dollars by corporate check, personal check, or credit card (AmEx, MasterCard, or VISA). Checks must be made payable to: American Society of Retina Specialists.

### Lead retrieval

Detailed information will be provided by CONEXSYS.

### Attendee List

One complimentary registration list will be provided on List will be provided on July 16, 2018. It will contain attendees, names and locations only (no e-mail addresses, phone numbers, or addresses).

### Registration

Once the Exhibitor Booth and Advertising Contract has been returned, registration instructions will be provided to the main company contact. Each registered corporate representative is invited and encouraged to participate in all aspects of the meeting.

**Corporate representatives must register to attend the meeting according to the fees noted on the Corporate Representative Registration Form.** In addition, each registered corporate representative is entitled to register a guest (spouse, significant other, or child) according to fees noted on the form. A corporate representative may not register another corporate representative in the "guest" category.

### Cancellation policy

Exhibit booth rental space may be cancelled, in writing, on or before April 20, 2018 with a full refund minus a \$200 handling fee. Cancellations received from April 21 to April 27, 2018 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 28, 2018 regardless of cause, except in the instance of force majeure.

All cancellation requests must be in writing and sent to:  
American Society of Retina Specialists  
20 North Wacker Drive, Suite 2030  
Chicago, IL 60606 USA  
Email: sam.zerang@asrs.org



## Sponsorship Opportunities

### ASRS Annual Meeting Mobile App

Based on member feedback, ASRS will continue offering an Annual Meeting mobile app. The ASRS mobile app provides visibility for your company with meeting attendees like never before.

Take advantage of this instant way to reach your target audience of fellowship-trained retina specialists in Vancouver and beyond.

Each mobile app-related opportunity offers you a unique set of benefits, allowing you to choose the best way to reach top retina specialists personally and gain the recognition you desire. Ask about opportunities and pricing.

Each time a registrant opens the Annual Meeting mobile app, your company's name will be prominently displayed.

**Support Amount: \$30,000 exclusive or multiple sponsors at \$10,000 each**

### Room Drops

Be sure the newest information about your company's products reaches each attendee at the beginning of the day at the official ASRS hotels. This is an excellent way to draw members to your exhibit booth or industry symposia. Room drops are available on a daily basis. Commercial supporter provides room drops and delivery fees.

**Support Amount: \$1,000 per day**  
(plus cost of room drops and distribution fees)  
**Deadline: June 29, 2018**

### WiFi Sponsorship Opportunity

This popular service provides complimentary Internet access for ASRS meeting attendees while in the scientific session, instructional courses, and Exhibit Hall. Support for the duration of the meeting includes company acknowledgement in program material, on-site signage, and promotional materials.

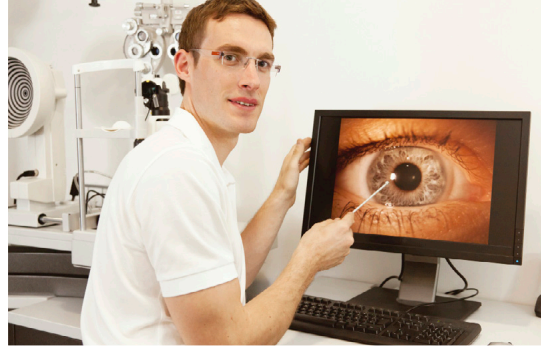
**Support Amount: \$25,000**

### Hotel Keycards

Create custom artwork for hotel keycards that will be distributed to attendees at the official ASRS hotels. This highly sought-after opportunity provides the supporting company with an excellent high-profile advertising medium. Each time attendees use their keycard, they will see your advertising message. Commercial supporter pays actual cost of key card production and distribution.

**Support Amount: \$25,000 for exclusive opportunity**  
(plus cost of key cards and distribution fees)  
**Deadline: June 1, 2018**





## Over 1,000 retina specialists from around the world are expected to attend attend the ASRS 36th Annual Meeting in Vancouver.

Here are more opportunities to share your company's message, show your support for advancing the science of retina, and reach retina specialists.

### E-blasts during Annual Meeting

AM or PM e-blast to meeting attendees, with company name, booth number, Web address, and 3 lines of ASRS pre-approved text.

**Support Amount: \$2,500**

**Deadline:** Copy must be approved by June 29, 2018

### Retina Times Daily Email Update Sponsorship

(multiple sponsorships available)

Each day during Annual Meeting, *Retina Times* emails a synopsis of the previous day's sessions to all meeting attendees and ASRS members. Sponsorship of this email update includes sponsor recognition at the top of the daily email, along with a link provided by the sponsor.

**Support Amount: \$1,500 per day**

### Charging Stations

Advertise your company's message on an electronic device charging lounge.

**Support amount: \$15,000 for exclusive opportunity**

**Location:** Exhibit hall

**Deadline:** June 15, 2018

### Speaker's Lounge

**Support amount: \$15,000**

### Signage

**Column wrap: \$5,500**

**Floor decal: \$300**

**Hanging sign: Call for pricing**

**Deadline:** June 15, 2018

### Digital signage

**Call for pricing**

### Baggage check on July 25, 2018

This popular service provides complimentary baggage check for attendees on the last day of the meeting.

**Support amount: \$1,500**

### Questions?

Contact: Sam Zerang at 312.578.8760 or [sam.zerang@asrs.org](mailto:sam.zerang@asrs.org).





# See you in beautiful Vancouver!



## Reserve Your Booth and Ad Space Now

Please complete the attached Exhibit Booth and Advertising Contract and return it to ASRS with your payment by Friday, April 6, 2018.

ASRS thanks you in advance for your continued support.

### **By mail:**

American Society of Retina Specialists  
20 N Wacker Drive, Suite 2030  
Chicago, IL 60606 USA

### **By Email:**

[sam.zerang@asrs.org](mailto:sam.zerang@asrs.org)

### **Questions?**

Call Sam Zerang at 312.578.8760

